



# Escondido

Your Choice For Success

Live Visit Do Business



# Escondido at a Glance

# Welcome to Escondido



POPULATION  
148,738

33

MEDIAN AGE  
33

SQUARE  
MILES

TOTAL SQUARE  
MILES  
37



CITY GOVERNMENT  
General law city with a  
Council-manager form of  
government



PUBLIC  
TRANSPORTATION/  
HIGHWAYS  
Sprinter Light Rail Line,  
Breeze Bus Service,  
convenient access to  
Highway 78 and I-15



WEATHER  
Temperatures vary from  
an average of 56 in  
December to an average of  
76 in August, with annual  
average rainfall of 15.2  
inches and 263 sunny days  
per year.



## Message from the Mayor

Escondido remains focused on Economic Development, Financial Stability, Public Safety and Neighborhood Improvement. Our strength is driven by a diverse economy and innovative spirit. We are committed to maintaining a safe, beautiful and prosperous city.

In the last six years, Escondido has been a leader in economic growth. Our unemployment rate is 4.6% and industrial vacancy is 3.6%, the lowest in North County. Annual sales tax has reached a record level of 36 million dollars. In 2016 we have added 560 net new businesses.

Today we have 35 significant, high-end commercial and residential projects in progress, valued at 1.2 billion dollars in capital investment and creating more jobs in Escondido.

The collaboration with our neighboring cities, Innovate 78, has received strong recognition as a successful model and a catalyst to promote regional economies.

I am so proud to have served as your Mayor since 2010, and I am so excited about the inspiring vision for our city. Together, we will build stronger families, a vibrant community, thriving businesses and a brighter future for our children. Escondido: it is our time to shine... and we will.



Escondido Mayor  
Sam Abed



## Our Mission

The mission of the City of Escondido is to provide quality services that enhance the safety, economic diversity, environment and health of the community, where our customers and employees can thrive in an atmosphere of courtesy, integrity and respect.



Mayor and City Council

# Live In Escondido

Beautiful Weather

Housing Options

Educational Choices

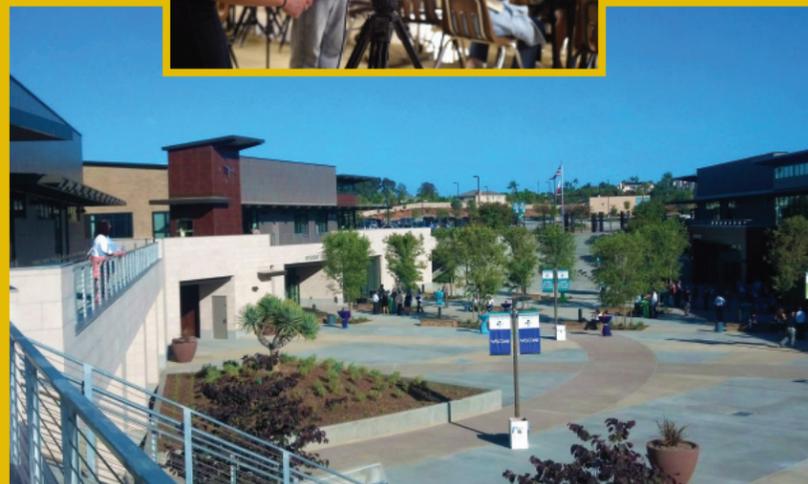
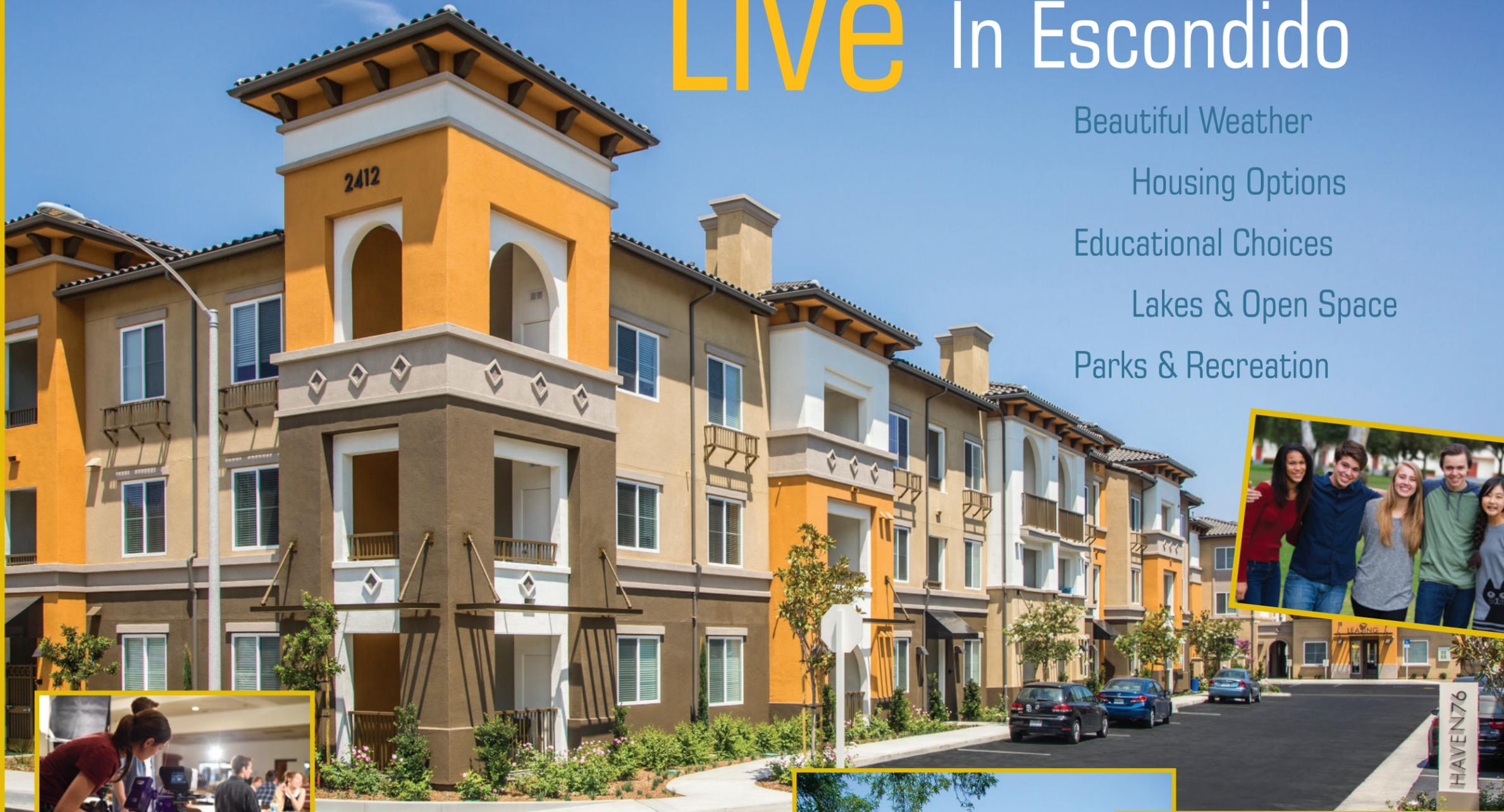
Lakes & Open Space

Parks & Recreation

With great year-round weather, easy access to transportation corridors and dozens of cultural and recreational amenities, Escondido is the perfect place to call home. Our wide variety of housing choices, from modern urban condos to historic bungalows and large lot estates, attracts residents looking for an enjoyable quality of life at some of the most affordable prices in San Diego County.

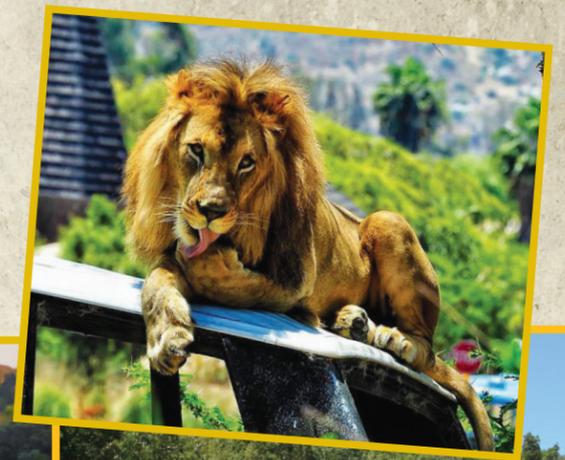
Escondido's educational options continue to expand. We are home to award winning charter schools, innovative public schools and institutes of higher education such as John Paul the Great Catholic University and Palomar College.

Opportunities to enjoy outdoor activities abound. Our parks, lakes and recreation programs offer children and adults a variety of activities at beautiful facilities around the city.



# VISIT Escondido

California Center for the Arts Escondido  
San Diego Zoo Safari Park  
Wineries and Craft Breweries  
Westfield North County  
Historic Grand Avenue



Explore



Experience



Enjoy



Escondido may mean “hidden” but it’s no secret there’s a lot going on here. Every day more people discover our beautiful wineries, craft breweries, unique arts and theatre, delicious culinary experiences and charming historic downtown.

The list of “must do’s” includes the California Center for the Arts, Escondido, a unique performing arts complex and museum; the San Diego Zoo Safari Park;

Stone Brewing World Bistro and Gardens; and the amazing sculpture garden, Queen Califa’s Magical Circle, created by the late world-acclaimed artist Niki de Saint Phalle.

There are several new hotels in the planning stages that will enhance your ability to extend your stay and enjoy a full itinerary of sights and adventures, including the eclectic 2nd Saturday Escondido

Arts and Cultural Experience... an all-day, uniquely creative collaboration comprised of many different events for all ages.

Enjoy our beautiful climate with year-round golfing, hiking, biking, fishing and fantastic events like Cruisin’ Grand Escondido, one of the greatest ongoing traditions in San Diego County. There’s something for everyone here... we appreciate your visit and encourage you to Explore, Experience and Enjoy Escondido!



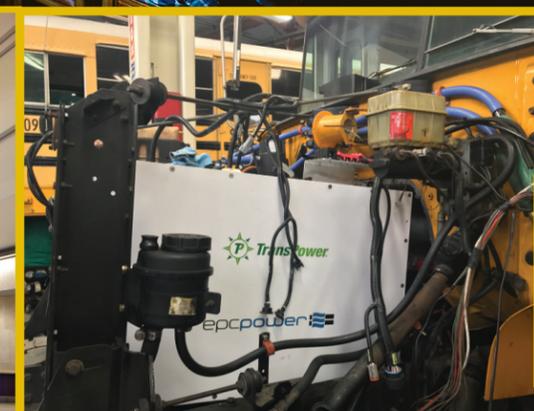
# DO Business

- Strategically located
- Political and financial stability
- Streamlined development process
- Regional collaboration
- Second highest sales tax revenue generator in the county after City of San Diego



Escondido's economy is one of the most diversified in North San Diego County. Industries such as healthcare, specialty food and beverage manufacturing, agriculture, professional services and precision manufacturing all call Escondido home. Retail sales are among the highest in San Diego County due to the presence of the Escondido Auto Park and Westfield North County. From computers to craft beer, Escondido is rich in the entrepreneurial spirit that defines the San Diego region.

Escondido's excellent access to the region's talented workforce creates a vibrant ecosystem for professional, scientific and information-focused companies. Our millennial population, residents 18 to 34 years of age, is the third highest of the 78 Corridor. Palomar Medical Center, which opened its doors in the Escondido Research and Technology Center in 2012, is the centerpiece of the region's healthcare system and is recognized as one of the most technologically advanced hospitals in the world. Escondido is home to dozens of innovative companies and entrepreneurs, with one of the highest numbers of recorded patents per capita in the nation.



Live

Visit

Do Business

Innovate78.com

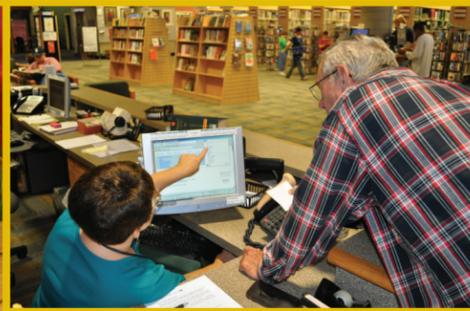


# Escondido Public Library

Enrich, Empower, and Educate



The Escondido Public Library strives to enrich, empower, and educate the community by offering free resources and programs for all ages. Whether you are looking for storytime programs, assistance with research or homework, using a computer or Wi-Fi, attending a concert, or just checking out the latest book by your favorite author, the Library has it all. Visit <https://library.escondido.org/> for more information or call 760.839.4684.



# CITY Departments



Building Division	(760) 839-4647	Human Resources	(760) 839-4643
Business Licensing	(760) 839-4659	Library	(760) 839-4684
City Attorney	(760) 839-4608	Maintenance and Operations	(760) 839-4668
City Clerk	(760) 839-4617	Neighborhood Services	(760) 839-4517
City Council	(760) 839-4638	Park/Picnic Rentals	(760) 839-4691
City Hall	(760) 839-4880	Planning	(760) 839-4671
City Manager	(760) 839-4631	Police	(760) 839-4721
Code Enforcement	(760) 839-4650	Pothole Hotline	(760) 839-4349
Community Services	(760) 839-4691	Recreation	(760) 839-4691
Economic Development	(760) 839-4587	Recycling	(760) 839-4818
Engineering	(760) 839-4651	Special Events	(760) 839-4009
Finance	(760) 839-4676	Utilities	(760) 839-4657
Fire	(760) 839-5400	Utility Billing	(760) 839-4682
Graffiti Hotline	(760) 839-4633	Visit Escondido	(760) 839-4777
Housing	(760) 839-4841		

# Recreation

Energize Escondido!



Escondido Community Services provides healthy, innovative, and educational opportunities for all ages. Community members can choose to participate in a wide variety of high quality recreation programs and activities, offered at various locations throughout the city. Visit [recreation.escondido.org](http://recreation.escondido.org) for more information or call 760-839-4691.

**ENERGIZE ESCONDIDO!**



# Escondido, Report It!

Report It! is a real time mobile civic engagement platform for Escondido residents. Report It! provides a free and simple way for people to use their smartphone to report community problems such as graffiti or potholes. A picture is worth a thousand words and Report It! makes it a snap.



## Installation Instructions



### iPhone Users

From iPhone devices go to the iTunes App store and search for Escondido Report It. You can also input: iTunes store URL <http://itunes.apple.com/us/app/escondido-report-it/id426752424?mt=8&ls=1> directly into your address bar.

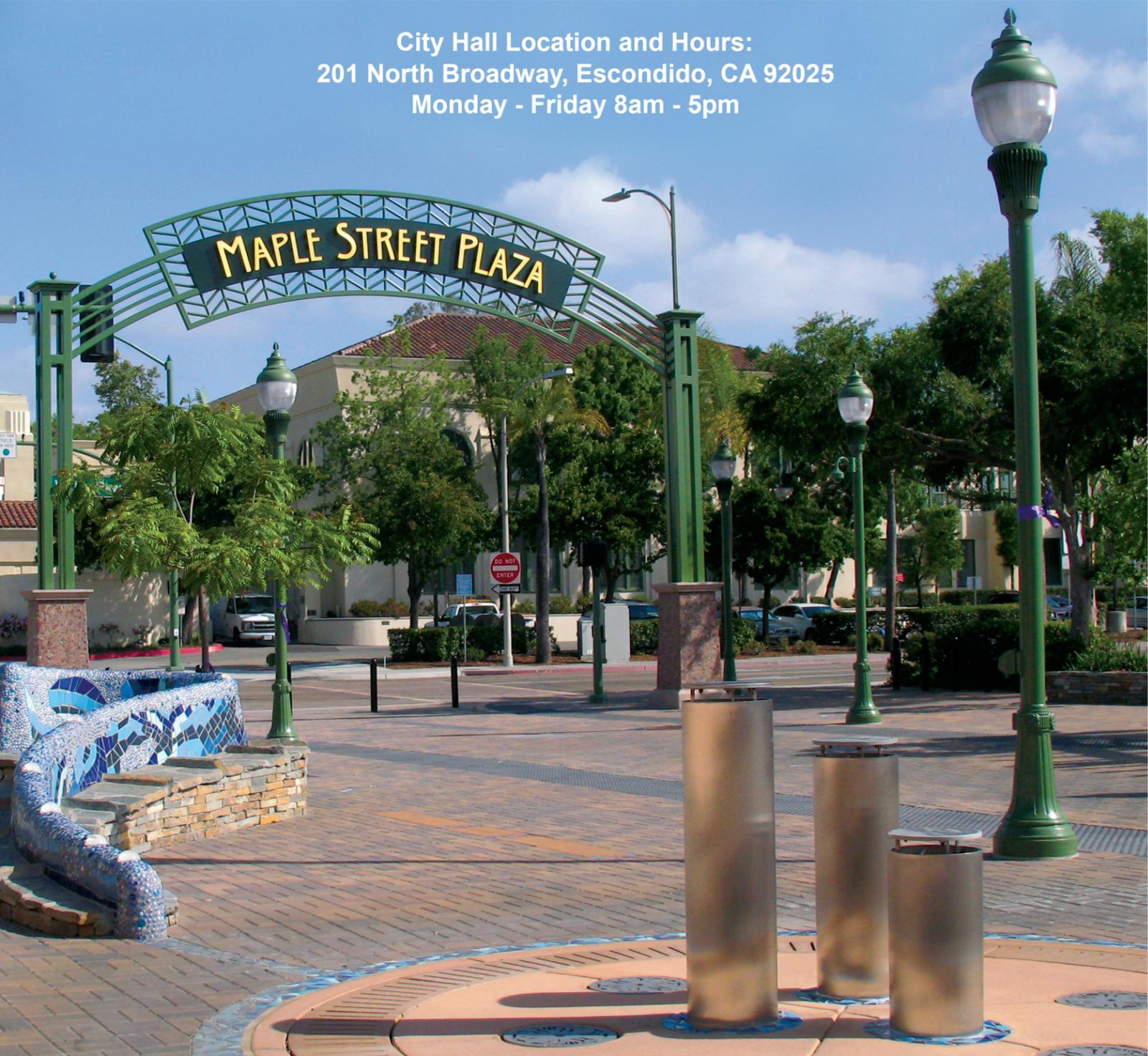


### Android Users

On an Android device, open the Google Play app and search for Escondido Report It. You can also input this Play Store link <https://play.google.com/store/apps/details?id=com.citysourced.escondidoca> directly into your address bar.



City Hall Location and Hours:  
201 North Broadway, Escondido, CA 92025  
Monday - Friday 8am - 5pm



On the Web  
[www.escondido.org](http://www.escondido.org)